

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1-29. (Canceled)

30. (Currently Amended) A method for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

receiving a request to receive a selected media program from a first wireless handset in the cell site coverage area;

~~determining whether the requested media program is presently being broadcasted on a wireless channel in the wireless network;~~

~~based upon said determination~~, establishing a first wireless channel upon which to broadcast the selected media program in the cell site coverage area;

receiving a request to receive the same selected media program from a second wireless handset;

in response to the request, determining whether the second wireless handset is in the cell site coverage area; and

based upon the determination, establishing a second wireless channel upon which to broadcast providing the selected media program to the second wireless handset, wherein the second wireless channel is different than the first wireless channel.

31. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a selection from a group consisting of: a cable program, a television program, a satellite program, and a radio program.